

Table of Contents

	<u>Page</u>
Introduction	1
Background	1
Objectives	1
Location and Date of the Research	1
Sample	1
Research Procedure	2
Summary	3
Detailed Findings	
Average Viewing Time	6
Detailed Eye Movement Data: Merit "Smoke Cracked"	9
Detailed Eye Movement Data: Merit "New Low Tar Entry"	12
Recall of Brand Name	15
Recall of Ad Details	17
Spontaneous Thoughts and Feelings	19
Appendix	20
 Verbatim Responses	20
What Did the Ad Show, What Did the Ad Say, What Were They Trying to Tell You	20
Merit "Smoke Cracked"	20
What Went Through Your Mind When You Saw This Ad	24
Merit "Smoke Cracked"	24
Verbatim Responses	27
What Did the Ad Show, What Did the Ad Say, What Were They Trying to Tell You	27
Merit "New Low Tar Entry"	27
What Went Through Your Mind When You Saw This Ad	32
Merit "New Low Tar Entry"	32
A Description of Eye Movement Measurement	35
Classification Data	36
The Questionnaire	37

1002423200

Smoke Cracked.

Researchers isolate key flavor ingredients of tobacco in cigarette smoke-pack 'Enriched Flavor' into new MERIT.



9 17

1002479788

Introduction

1002479290

Introduction

Background

With the introduction of Merit and competitive low tar and nicotine cigarette brands came longer copy newspaper ads. Philip Morris asked PRS to evaluate how consumers reacted to these types of ads.

Objectives

Using multi-dimensional measurement techniques, to examine consumer response to two newspaper advertisements for Merit cigarettes.

- o Smoke Cracked
- o New Low Tar Entry

More specifically, to investigate:

- o The visual response to long copy executions.
- o How these alternative treatments relate to consumer recall of Merit cigarette advertising.

Location and Date of the Research

- o The PRS research facility, Garden State Plaza, Paramus, New Jersey
- o February, 1976

Sample

- o For eye movement: two groups of 50 males
- o For verbal interview: two groups of 50 males
- o All respondents who currently smoke at least one pack of cigarettes a week.

1002429291

Research Procedure:

- o Screening for qualifications of potential respondents.
- o Voluntary viewing (time under control of respondent) of 12 different newspaper ads through the eye movement apparatus. One sample was exposed to "Smoked Cracked" and the second to "New Low Tar Entry". The order of presentation for all ads was rotated from respondent to respondent.
- o Unaided recall of advertisers' names.
- o Aided recall of advertisers' names.
- o Detailed recall of the Merit ad as well as other ads in the sequence.
- o Spontaneous thoughts and feelings.
- o Closing questions, including type and brands of cigarette smoked.

1002479792

Summary

1002479493

Summary

Of the two Merit ads evaluated in this report ("Smoke Cracked" and "New Low Tar Entry"), "Smoke Cracked" appears to be the better ad. With but a few exceptions, "Smoke Cracked" performed at higher levels than "New Low Tar Entry" and generally performed at least as well as competition in the form of ads for Now and Vantage.

Briefly, the findings are as follows:

- o The length of viewing time, on average, was somewhat longer for "Smoke Cracked" than it was for "New Low Tar Entry" (7.8 seconds versus 6.8 seconds). The viewing time for "Smoke Cracked" is equal to, or above, that for competition. The viewing time for "New Low Tar Entry" falls between the viewing times for the two competitive cigarette ads. In general, the viewing times for all of the cigarette ads were at least moderately below the test averages, possibly indicating a general lack of involvement with the product category among viewers.
- o Detailed eye movement data indicate that effective copy readership tends to be rather low for both ads. Specifically, although readership of the "Smoke Cracked" headline occurred at a very high level (90%), readership of the two-line subhead (which conveys the ad's message) was achieved for less than one-quarter of the sample.

The situation is different with "New Low Tar Entry." In this ad, the five-line headline contains the ad's message, and this headline is read by a majority (58%) of the ad's viewers. However (and of critical importance to idea communication) these five lines are read out of their intended order by most viewers (i.e., most viewers begin with the line, "60% more tar"). Furthermore, the subhead has little opportunity to convey its message since no more than 8% of the sample read both its lines.

In view of the extent to which message communication might have occurred during the voluntary viewing of these two ads, it appears that "Smoke Cracked" has the ability to communicate to a larger audience (albeit only about 25% of the sample).

- o The conclusions (re message communication) drawn from the eye movement data are supported by the findings on detailed ad recall: about one quarter of the "Smoke Cracked" sample were able to recall details which are clearly identified with this ad. By contrast, only 2% of the "New Low Tar Entry" sample provided similar recall of specific details.

1002479794

Summary (Continued)

The "Smoke Cracked" sample also recalled ad details of a general nature at a much higher level (68% versus 40%). (It should be noted, however, that these details are of such a general nature that it is impossible to determine whether they were actually based on recall of the ad or simply based on respondents' expectations of what they would be likely to see in a cigarette ad.)

- o On the measure of brand name recall, both on an unaided and on an aided basis, there is little difference between the two ads. Both ads scored within 5% of their respective test averages on both recall measures. In addition, both ads performed on a par with, or slightly above, the Now and Vantage ads.
- o Finally, respondents volunteered a rather high incidence of unfavorable comments when they were asked, "What went through your mind when you saw this ad." Negative comments outnumbered positive comments by about one-and-a-half to three, with "Smoke Cracked" eliciting the higher incidence of negative comments. (Among "Smoke Cracked" viewers, the greatest incidence of negative comments was based on trial experience with Merit, which apparently did not measure up to respondents' taste expectations.) Nevertheless, remembering that recall of specific ad details was obtained at rather low levels, it appears that at least some of the unfavorable sentiments might reflect reactions to the idea of smoking in general, rather than to the ads themselves.

1002479295

Detailed Findings

100242966

Average Viewing Time

All Ads Tested

	<u>Smoke Cracked</u>	<u>New Low Tar</u>
Bonds	9.6 sec.	9.9 sec.
Eastern Airlines	8.3	9.0
Now Cigarettes	6.3	6.3
Firestone	9.4	9.7
J.C. Penney	7.6	7.4
TWA	9.2	10.2
Vantage Cigarettes	7.7	7.5
Goodrich	9.8	9.0
Roger Kent	9.2	9.4
Pan Am	8.4	8.5
Goodyear	9.6	10.9
Merit - Smoke Cracked	7.8	
Merit - New Low Tar		6.8
Test Average	8.5	8.7
Base	(50)	(50)

1002479797

Average Viewing Time

According to the data, table opposite, the cigarette ads tended to be the least involving of all the ads tested. All performed at least moderately below the test average on length of viewing time.

Among the cigarette ads themselves, there appears to be a direct relationship between length of copy and length of viewing time. Thus, the Vantage ad, which has the greatest emphasis on copy, received a relatively long (among the cigarette ads) viewing time, while the Now ad, which emphasizes copy least, received the shortest viewing time.

A table showing the distribution of viewing time for each of the Merit ads appears on the following page.

1002479298

Merit

Distribution of Viewing Time

	<u>Smoke Cracked</u>	<u>New Low Tar</u>
Under 2 sec.	-%	-%
2.0 - 3.9	16	8
4.0 - 5.9	19	26
6.0 - 7.9	28	19
8.0 - 9.9	9	21
10.0 sec. or more	28	26

4% of respondents spent over
20 seconds on Smoke Cracked

-% spent over 20 seconds
on New Low Tar Entry

1002479799

Eye Movement Data

Merit -- "Smoke Cracked"

<u>Element Identification</u>	<u>% Noting</u>	<u>% Reading</u>	<u>% Re-examining</u>	<u>% of Total Time</u>	<u>Avg. Viewing Sequence</u>
"Smoke Cracked"	90%	90%	72%	34%	1st
"Researchers isolate key flavor..."etc.	70	24	40	10	2
"Cigarette smoke-pack Enriched..."etc.	74	36	52	10	3
Merit Pack	90	NA	66	2	4
Upper Left Copy Block	62	3	29	5	
Lower Left Copy Block & Copy Head	41	8	20	10	
9 mg. "Tar," 0.7 mg. nicotine (Bold Type)	22	22	8	18	
Upper Right Copy Block	52	2	25	1	
Lower Right Copy Paragraph & Copy Head	50	6	30	3	
"Merit & Merit Menthol"	20	2	6	4	
"Report from Philip Morris"	22	6	8	3	
9 mg. "Tar," 0.7 mg. nicotine (Small Type)	8	2	2	1	
Surgeon General's Warning	6	2	2	1	

n = (50)

1002429800

Detailed Eye Movement Data: Merit "Smoke Cracked"

Eye Movement data show that only two elements in the "Smoke Cracked" ad elicited very high levels of viewer attention (90% noting) -- the headline and the Merit pack. The two-line subhead and the upper left copy block elicited moderately high levels of noting -- from 62% to 74% of the sample. Noting of the remaining copy blocks (lower left, and upper and lower right) occurred at moderate levels -- 41% to 52%.

Importantly, noting of the caption, "Merit and Merit Menthol," and the bold-type tar and nicotine ratings, occurred among only one-fifth of the sample.

While readership of the two-word headline occurred at a very high level (90%), readership of the other bold-type elements (both lines of the subhead and the bold-type tar and nicotine ratings) occurred for less than a quarter of the sample. Furthermore, the incidence of copy involvement (i.e., respondents who spent sufficient time with small-type body copy to enable readership of a substantial portion of that copy) is extremely low (2 to 8%).

As might be expected (from its readership level), the two-word headline captured the longest share of the total viewing time 34%. By contrast, the much lengthier subhead (16 words) occupied only 20% of the viewing time. Viewing sequence data indicate that the ad was generally viewed from top to bottom, with respondents starting at the headline, proceeding to the subhead, and continuing on to the Merit pack. From this point on, no uniform viewing sequence is observable.

1002479801

22/6)

Smoke Cracked.

Researchers is 70/24 trying flavor ingredients of tobacco in cigarette smoke-pack 74/36 added Flavor into new MERIT.

62/3

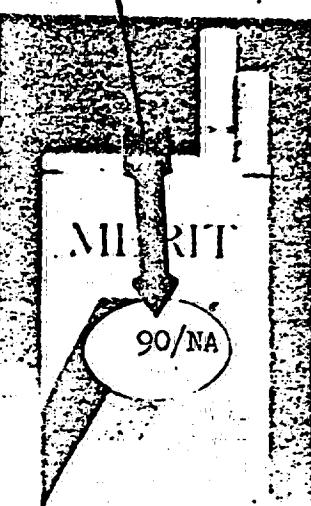
41/8

52/2

50/6

8/2

20/2



9 (17
22/22)

6/2

Eye Movement Data: Merit
"Smoke Cracked"

% Noting/
Reading

1002479802

Eye Movement Data

Merit -- "New Low Tar Entry"

<u>Element Identification</u>	<u>% Noting</u>	<u>% Reading</u>	<u>% Re-examining</u>	<u>% of Total Time</u>	<u>Avg. Viewing Sequence</u>
Headline	58%	58%	16%	49%	
"New Low Tar"	74	74	28	5	3
"Entry Packs Taste"	82	82	38	4	4
"...of cigarettes"	84	84	36	5	5
"Having"	82	82	46	10	2
"60% More Tar"	96	96	68	25	1
"Enriched Flavor Idea..."	78	33	52	16	6
"9 mg. Tar Merit..."	74	8	35	5	-
Merit Pack Top	68	NA	44	5	7
Merit Pack Bottom	48	NA	16	2	-
Upper Left Copy Block	48	8	30	10	-
Lower Left Copy Block & Copy Head	34	-	14	2	-
9 mg. Tar, 0.7 mg. Nicotine (bold type)	20	20	6	3	-
Right Copy Block	66	2	38	5	-
Merit and Merit Menthol (Lower right)	9	9	4	1	-
9 mg. "Tar," 0.7 mg. nicotine (small type) & Surgeon General's Warning	28	6	8	2	-

1002479803

Detailed Eye Movement Data: Merit "New Low Tar Entry"

According to the data left, only one element in the "New Low Tar Entry" ad captured the attention of the vast majority (96%) of respondents -- the fifth line of the five-line headline. The remaining four lines of the headline, as well as the two lines of the subhead, did, however, draw the attention of a substantial majority of the sample (74 to 84%). Other elements which elicited the attention of a majority, or near-majority, of the sample include: the two Merit packs, the right copy block, and the upper left copy block. As in "Smoke Cracked," the bold-type tar and nicotine ratings drew the attention of only one-fifth of the sample, while the "Merit and Merit Menthol" caption drew an even smaller audience -- 9% -- than it did in "Smoke Cracked."

While the headline readership figures might, at first glance, seem rather commendable (considering that the headline consists of five lines and 58% of the sample read all five lines), it is also important to consider the data on the sequential viewing of this five-line headline: these data indicate that the headline, rather than being read from top to bottom, was read in a rather disorganized fashion by a majority of the viewers. Viewers began with line five, moved up to line four, and then moved still further up to line one; from line one, they proceeded down through lines two and three. To add to the haphazard reading of the headline, readership of both lines of the subhead is extremely low-- 8%. Thus, although 70% of the total viewing time is spent on the headline and subhead, the data on voluntary ad viewing indicate that few respondents would have been able to extract the message communicated by this ad.

1002479804

74/74 New Low Tar Entry Racks Taste 82/82 84/84 82/82 96/96 80% More Tar. Of Cigarettes Having

Enriched Flavor idea 78/33 leads-increases taste of new
9 mg tar MERIT without t' 74/8
ual increase in tar.

You can write to for a study conducted by the American Institute of Consumer Opinion for Philip Morris showing the 9 mg tar MERIT delivers as much "enriched flavor" as a higher tar brand. An extraordinary new process "Enriched Flavor" adds Natural flavor to a cigarette that can burn off and fade out in a few puffs but comes right back with a new burst. And it's only in MERIT. Among the new 9 mg tar levels, MERIT is the clear leader. For the first time in cigarette history, a low tar cigarette can taste as good as a high tar cigarette.

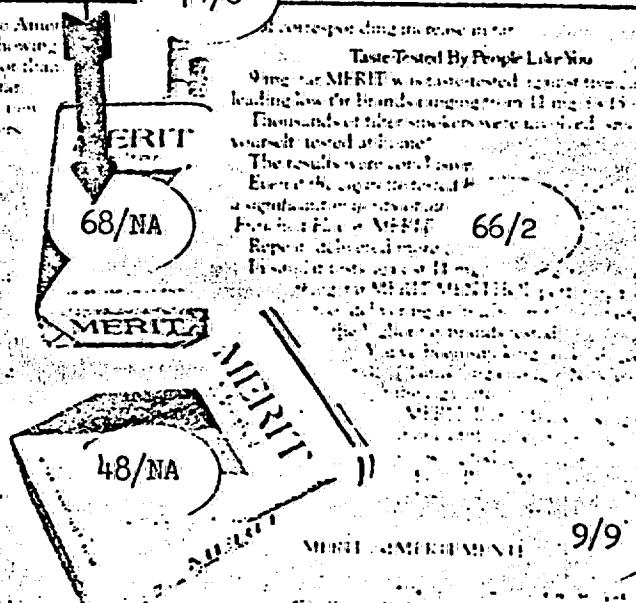
Low Tar Good Taste Filters Full Strength

Even though it's a low tar cigarette, MERIT has the taste of a full strength cigarette.

34/--

Eye Movement Data: Merit
"New Low Tar Entry"

% Noting/% Reading



1002479805

Recall of Brand Name

	<u>n =</u>	<u>Smoke Cracked</u> (50)	<u>New Low Tar Entry</u> (50)
<u>Unaided</u>			
Merit		52%	42%
Now		46	38
Vantage		46	42
Test Average 12 Ads		50	42
<u>Aided & Unaided</u>			
Merit		78	72
Now		68	72
Vantage		78	74
Test Average 12 Ads		73	69

(Unaided) Q: Thinking of the ads you just saw, what brands or advertiser's names do you remember?

(Aided) Q: Now, I am going to read to you a list of advertiser's names. Some of these names were included in the ads you just saw while others were not. Please tell me the names you definitely remember having seen, even though you may have mentioned them before.

1002479806

Recall of Brand Name

Recall of the three cigarette brands, Merit, Now, and Vantage, on an un-aided basis, shows little deviation from the test average. Indeed, all of the ads performed within four percentage points of the test average for unaided brand recall, and there are no statistically significant differences among the ads themselves.

These similarities in ad performance with respect to brand name reinforcement are also evident from the data on aided recall: all ads performed within five percentage points of the test average for aided recall, and there are no significant differences among the ads themselves.

1002479807

Recall of Ad Details

<u>n</u> =	<u>Smoke Cracked (50)</u>	<u>New Low Tar Entry (50)</u>	<u>Now (100)</u>	<u>Vantage (100)</u>
<u>Correct Detailed Ad Recall</u>	<u>24%</u>	<u>2%</u>	<u>18%</u>	<u>22%</u>
Improved, added, enriched flavor and <u>low tar</u>	6			
9 mg. tar, 0.7 mg. nicotine	4			
Enriched flavor (no mention of low tar)	4			
Smoke Cracked (references to cracked)	4			
Fractometer, mass spectrometer	2			
Confused recall of Merit ad (isolated cause of high nicotine; Merit retains a certain amount of tar to keep flavor in; Merit has 60% more taste than other cigarettes; etc.)	8	2		
<u>Correct General Ad Recall</u>	<u>68</u>	<u>40</u>	<u>58</u>	<u>48</u>
Shows a pack of cigarettes	46	--		
Reduced, lowered tar and nicotine	22	26		
Good taste, more flavor <u>and low tar and nicotine</u>	14	10		
Shows two packs of cigarettes; one Menthol, one Regular	--	14		
These cigarettes are healthier, safer to smoke; enjoy smoking & live longer	12	12		
A new brand of cigarettes	8	2		
Low tar, removed tar (no mention of flavor)	8	6		
Surgeon General's warning	2	2		
A smooth - smoking, mild cigarette	2	--		
A lot of copy	2	6		
Shows tar and nicotine ratings	2	--		
Smoke Merit; switch to Merit	--	2		
Comes in regular and menthol	2	--		
Just remember the name	4	2		
<u>Incorrect or No Ad Recall</u>	<u>20</u>	<u>34</u>	<u>8</u>	<u>23</u>
Confused with Now or Vantage ads	12	8		
No recall of ads detail	8	26		

Q: What did the ad say? What did the ad show? What were they trying to tell you?

1002479808

Recall of Ad Details

	<u>n</u> =	<u>Smoke Cracked (50)</u>	<u>New Low Tar Entry (50)</u>	<u>Now (100)</u>	<u>Vantage (100)</u>
<u>Correct Detailed Ad Recall</u>		<u>24%</u>	<u>2%</u>	<u>18%</u>	<u>22%</u>
Improved, added, enriched flavor and low tar	6				
9 mg. tar, 0.7 mg. nicotine	4				
Enriched flavor (no mention of low tar)	4				
Smoke Cracked (references to cracked)	4				
Fractometer, mass spectrometer	2				
Confused recall of Merit ad (isolated cause of high nicotine; Merit retains a certain amount of tar to keep flavor in; Merit has 60% more taste than other cigarettes; etc.)	8		2		
<u>Correct General Ad Recall</u>	<u>68</u>	<u>40</u>	<u>58</u>	<u>48</u>	
Shows a pack of cigarettes	46		--		
Reduced, lowered tar and nicotine	22		26		
Good taste, more flavor <u>and</u> low tar and nicotine	14		10		
Shows two packs of cigarettes; one Menthol, one Regular	--		14		
These cigarettes are healthier, safer to smoke; enjoy smoking & live longer	12		12		
A new brand of cigarettes	8		2		
Low tar, removed tar (no mention of flavor)	8		6		
Surgeon General's warning	2		2		
A smooth - smoking, mild cigarette	2		--		
A lot of copy	2		6		
Shows tar and nicotine ratings	2		--		
Smoke Merit; switch to Merit	--		2		
Comes in regular and menthol	2		--		
Just remember the name	4		2		
<u>Incorrect or No Ad Recall</u>	<u>20</u>	<u>34</u>	<u>8</u>	<u>23</u>	
Confused with Now or Vantage ads	12		8		
No recall of ads detail	8		26		

Q: What did the ad say? What did the ad show? What were they trying to tell you?

1002429809

Recall of Ad Details

Recall of specific ad details tended to be played back by a minority (18 to 24%) of the viewers for the Now, Vantage, and Merit "Smoke Cracked" ads. (The Merit "New Low Tar Entry" generated virtually no recall of specific ad details.) Correct general ad recall (that is, recall of details which are not specific to one ad, but appear in two or more of the ads) was elicited at much higher levels (40 to 68%).

Most prominent among the general recall of the ads were references to the message they share in common: this cigarette has low (lower, lowest) tar (and nicotine). Additionally, respondents often mentioned seeing one or more packs of cigarettes in each of the ads. Since the number of packs varied from ad to ad ("Smoke Cracked" shows one pack, Now and "New Low Tar Entry" show two packs, and Vantage shows eight packs), only respondents mentioning the correct number of packs for a given ad are included in the recall figures. However, it is still impossible to determine whether these comments are actually based on recall of the ads or based on the respondents' expectations. (One would expect to see cigarettes in a cigarette ad.)

Aside from correct identification of the number of cigarette packs in each ad, there appears to be little difference among the four ads in terms of the general ad features recalled.

1002479810

Spontaneous Thoughts and Feelings

	<u>n</u> =	<u>Smoke Cracked</u> (50)	<u>New Low Tar Entry</u> (50)	<u>Now</u> (100)	<u>Vantage</u> (100)
<u>Positive Comments</u>		<u>12%</u>	<u>18%</u>	<u>15%</u>	<u>15%</u>
Would like, should switch to, a low tar and nicotine cigarette; better, healthier, safer	6	4			
Curious to try this brand, see how they taste	2	10			
Could really be a better, fantastic cigarette: low tar and a lot of flavor	--	4			
Tried them and like them--they taste good	2	--			
Other favorable comments	2	--			
<u>Neutral Comments</u>		<u>40</u>	<u>32</u>	<u>34</u>	<u>40</u>
This is a new cigarette	4	2			
Have seen this ad before	2	--			
Have seen this brand before	--	2			
Trying to make me switch brands	2	--			
Tried this brand (no elaboration, positive or negative)	2	--			
Nothing, don't remember, don't know	30	30			
<u>Negative Comments</u>		<u>40</u>	<u>28</u>	<u>25</u>	<u>27</u>
Tried these cigarettes and didn't like them: tasted lousy, like finger nail clippings, a nothing taste, etc.	12	--			
Just another cigarette ad: hum-drum, heard it before; just another new cigarette	10	6			
Makes me think of illness, cancer, black lungs, I'd better stop smoking; I'm trying to cut down, quit	6	8			
I wouldn't switch from my brand; like, thought of, my brand: Marlboro, Vantage	6	8			
Don't believe this really tastes better, tastes like a regular cigarette	4	--			
Disliked the ad: too long, too much to read, didn't tempt me	2	4			
Skeptical about their claims: lies, crap, etc.	2	2			
All make the same claims: low tar & nicotine, better flavor	2	2			
Other unfavorable comments (flavor additives might be harmful; dislike brand name; can't always get this brand; etc.)	8	2			

1002479811

Q: What went through your mind when you saw this ad?

Spontaneous Thoughts and Feelings

When respondents were asked, "What went through your mind when you saw this ad," negative comments were elicited more often than positive comments (from about one-and-a-half to three times more often). Neutral comments generally outnumbered negative comments by a small margin.

Few differences are evident among the four ads, except that the Merit "Smoke Cracked" ad tended to elicit a slightly higher incidence of negative comments than did the other three ads.

Specific comments tended to be scattered, however very low levels of agreement occurred in the following areas: Among the positive comments most frequently mentioned were 1) respondents' curiosity to try or taste the advertised cigarette, and 2) receptivity to the concept of a low tar, low nicotine cigarette.

Most prominent among the negative comments were 1) boredom with the ad and the introduction of yet another new brand of cigarette, 2) reluctance to switch from their current brand, 3) unfavorable reactions based on actual experience with the brand, and 4) references to illnesses associated with smoking or the inadvisability of smoking.

Finally, remembering the rather low levels specific detailed recall generated by these ads, it would seem that some of the negative comments elicited may not reflect negative reactions to the ads so much as they reflect negative attitudes towards the act of smoking itself.

1002479812

Appendix

1002479813

Recall of Ad Details

Verbatim Responses

Merit - "Smoke Cracked"

1002479814

Questions:

- a. What did the ad say?**
- b. What did the ad show?**
- c. What were they trying to tell you?**

1002479815

Recall of Ad Details

Merit - "Smoke Cracked"

Respondent #

101 a. They explained a new breakthrough in flavor
b. Tar and nicotine ratings
c. That you could still have good taste with low nicotine

102 a. Now is the time for something
b. Two packs of cigarettes and a lot of writing
c. Low in tar

103 a. Don't know
b. Remember seeing cigarette packages (2)
c. Low tar content

104 a. Why smoke cracked
b. Studies that Merit did in tar and nicotine
c. That it would be healthier to smoke Merit because it's lower in tar

105 a. Just remember seeing the name
b. A pack of cigarettes
c. DK

106 Don't recall brand name

107 a. Smoke cracked
b. Pack of cigarettes
c. Something about a fractometer to do with tar and nicotine

108 a. DK, just the name
b. Isolated the cause of high nicotine
c. Reduced tar and nicotine

109 a. Don't Remember
b. Merit pack
c. Mild cigarette

110 a. DK
b. Packs of cigarettes
c. DK

111 Don't recall brand name

112 a. Low tar
b. Comparison of tar of Merit and other cigarettes
c. Better to smoke Merit because there is less tar

1002479816

Merit (continued)

Respondent #

113 a. Low tar and nicotine
b. Package of cigarettes
c. That their cigarettes were tasty even though they have low tar and nicotine

114 a. A smooth smoking cigarette
b. Packs of cigarettes
c. Low tar

115 Don't recall brand name

116 a. Saw Merit cigarette
b. Pack of cigarettes
c. 9.07 tar and nicotine

117 a. Low tar content
b. Pack of cigarettes
c. They are low in tar

118 a. DK
b. Packs of cigarettes
c. DK

119 Don't recall brand name

120 a. New flavor breakthrough - low tar cigarette
b. Picture of pack
c. They have added flavor to low tar so it would taste like regular cigarette

121 a. Lower tar and nicotine
b. Pack of cigarettes
c. Lower in tar and nicotine, percentage, surgeon's warning

122 a. Don't remember, just remember the name
b. Don't remember if there was even a picture
c. DK

123 Don't recall brand name

124 a. Less tar and nicotine
b. A package of cigarettes
c. Low tar and nicotine

125 a. Low tar and nicotine - lowest tar and nicotine cigarette
b. Pack of Merit cigarettes (2) - figures on tar (9)
c. Low tar and nicotine cigarette

1002479817

Merit (continued)

Respondent #

126 a. Cigarette had additives to make it taste better, low tar and nicotine
b. Pack of cigarettes
c. Taste of regular cigarettes, although a low tar and nicotine cigarette

127 a. DK
b. Pack of cigarettes
c. DK

128 a. Low tar and nicotine content
b. Pack of Merit cigarettes
c. Lowness of tar and nicotine

129 a. It's low in tar and nicotine
b. Packages of cigarettes
c. Impress that the flavor is very good even though it is low in tar and nicotine

130 a. Good tasting, low tar and nicotine
b. A pack of cigarettes
c. That it was a good tasting cigarette for low tar and nicotine

131 a. Low tar and nicotine
b. Showed a pack of cigarettes
c. Low tar and nicotine

132 Don't recall brand name

133 Don't recall brand name

134 a. Lowest in tar and nicotine
b. Open pack of cigarettes with a few sticking out
c. Smoke something that won't kill you as quick, if you have to smoke

135 Don't recall brand name

136 a. DK
b. A pack of cigarettes
c. DK

137 Don't recall brand name

138 a. Low tar and nicotine - Why do you smoke?
b. DK
c. That if you're going to smoke, smoke a cigarette with low tar and nicotine

1002479818

Merit (continued)

Respondent #

139 Don't recall brand name

140 a. Low in tar and nicotine
b. A package of cigarettes
c. They are better for your health, I guess

141 a. Lowest in nicotine
b. Bunch of cigarettes on top
c. They are lower in tar and nicotine

142 a. Low tar and nicotine
b. Come in menthol and regular
c. DR

143 a. Lowest tar (.2%) and nicotine (.2%)
b. A cigarette
c. Buy their cigarettes

144 a. Low tar and nicotine
b. Showed pack of Merit
c. It's better for your health to smoke Merit

145 a. Remember name, funny design
b. DR
c. DR

146 a. Taste (very good), low tar
b. Cigarettes in a package
c. Tar and nicotine was low - they're new, and taste good

147 Don't recall brand name

148 a. Low tar and nicotine
b. Showed a picture of cigarettes, with a couple of paragraphs of description
c. Better for health because of low tar and nicotine

149 Don't recall brand name

151 a. DK
b. DK
c. DK

1002429819

Spontaneous Thoughts and Feelings

Verbatim Responses

Merit - "Smoke Cracked"

1002479820

Question:

What went through your mind when you saw this ad?

1002479821

Spontaneous Thoughts and Feelings

Merit - "Smoke Cracked"

Respondent #

101 I tried them and didn't like them.

102 About the girl I met last night who smoked them and she tried to sell me on the idea of smoking them

103 Cancer

104 That all cigarettes are lower in tar - all ads are the same

105 Nothing

106 Don't recall brand name

107 The fact that I smoked these things when they first came out and it was like smoking fingernail clippings.

108 A new cigarette

109 Nothing

110 That it's just another cigarette and I'm trying to quit smoking

111 Don't recall brand name

112 I've tried them and they taste lousy - a nothing taste

113 The cigarettes were crummy, because I've tried them. There was no taste.

114 Nothing

115 Don't recall brand name

116 Nothing

117 Wouldn't smoke them because I'm used to what I'm smoking now

118 Nothing

119 Don't recall brand name

120 Lies. Boredom.

1002479822

Merit (continued)

Respondent #

121 Wondered what flavor would be like

122 Don't like them - cigarette and ad unattractive

123 Don't recall brand name

124 Nothing

125 Phillip Morris, Marlboro

126 Didn't believe the claims (the flavor of a real tobacco), wondered if additives were harmful or not

127 Nothing

128 Switching to a low tar and nicotine cigarette

129 That I tried them and liked them but they weren't available enough to buy all the time

130 I smoke, and it would be a good idea if I tried it, if low in tar and nicotine

131 Nothing

132 Don't recall brand name

133 Don't recall brand name

134 Smoke something that won't kill you as quick if you're trying to cut down

135 Don't recall brand name

136 Nothing

137 Don't recall brand name

138 Nothing

139 Don't recall brand name

140 I saw this before

141 Wondering how much nicotine I'm inhaling now

142 Would probably be too light

1002429823

Merit (continued)

Respondent #

143 That it was a new cigarette

144 Don't like non-menthol cigarettes

145 Not to smoke them

146 Kind of cynical, usual hum-drum ad

147 Don't recall brand name

148 They were tempting me to switch brands

149 Don't recall brand name

151 Not interested because I tried the cigarette and didn't like it - no taste

1002479824

Recall of Ad Details

Verbatim Responses

Merit - "New Low Tar Entry"

1002479825

Questions:

- a. What did the ad say?
- b. What did the ad show?
- c. What were they trying to tell you?

1002479826

Recall of Ad Details

Merit - "New Low Tar Entry"

Respondent #

150 a. Just remember seeing the name "Merit."
 b. Don't Know
 c. DK

301 Don't Recall Brand Name

302 a. Warning -- Something about tar and nicotine
 b. Packs of cigarettes
 c. Low tar and nicotine cigarette

303 a. Lowest tar and nicotine cigarette
 b. Pack of cigarettes and information on how much less
 tar and nicotine it contains
 c. It had the taste of a high tar cigarette but Merit has
 low tar and nicotine

304 a. DK
 b. A package of cigarettes
 c. DK

305 a. Low in tar and nicotine
 b. Showed packs of cigarettes, regular and menthol
 c. Their cigarettes are better because they are low in
 tar and nicotine

306 a. Low tar and nicotine content
 b. Two packs of cigarettes
 c. Smoking their brand was better than smoking other brands;
 lower in tar and nicotine

307 Don't Recall Brand Name

308 a. Next move is up to you
 b. Four pictures, Three on top and a caption
 c. DK

309 a. A cigarette has been invented that has 60% more taste
 than any cigarette on the market today
 b. A pack of cigarettes and informative literature
 c. That their cigarette has 60% more taste than any other
 low tar and nicotine

1002429827

Merit (Continued)

Respondent #

310 a. Nothing
 b. Don't Remember
 c. Nothing

311 Don't Recall Brand Name

312 a. Low nicotine and tar
 b. Showed three packages of cigarettes
 c. Safer to smoke

313 a. Smoke Merit
 b. Four different ads, beneath it said "more people should smoke Merit"
 c. They sell more cigarettes

314 a. Another that tried to show low tar and nicotine
 b. Explaining that if you smoke you should smoke Merit --
 Four columns with package of cigarettes next to each one
 c. Safest cigarettes for smoking, good tasting

315 a. Low tar and nicotine
 b. Two packs of cigarettes -- low tar and nicotine content
 c. That you should switch to Merit for low tar and nicotine taste

316 a. Low in tar and nicotine and yet has flavor in the cigarette
 b. Four separate paragraphs stating why people smoke,
 giving nicotine content
 c. That you can smoke a better tasting low in tar and nicotine cigarette.

317 a. Less tar, nicotine
 b. Two packs of opened cigarettes
 c. They have less tar and nicotine

318 Don't Recall Brand Name

321 a. Low tar -- 20% less tar
 b. The package of cigarettes
 c. It was lower in tar than other cigarettes

322 a. Low tar
 b. Four packs of cigarettes
 c. Low tar, less nicotine

1002479828

Merit (Continued)

Respondent #

323 Don't Recall Brand Name

324 a. Don't Remember
 b. Showed a pack of cigarettes
 c. DR.

325 a. The ad advertised that it was a low tar brand
 b. Two packs of cigarettes
 c. No!

326 Don't Recall Brand Name

327 Don't Recall Brand Name

328 a. DK
 b. DK
 c. DK

329 Don't Recall Brand Name

330 a. That their cigarettes have low tar and nicotine
 b. A lot of small print and a pack of cigarettes
 c. It's better for you than other cigarettes because of the low tar

331 a. Less tar and nicotine
 b. Couple of packs
 c. Same taste but less tar and nicotine

332 Don't Recall Brand Name

333 a. Lowest tar and nicotine -- special filter, good taste
 b. Package
 c. A new brand of cigarette

334 a. DK
 b. DK
 c. DK

335 a. DK
 b. DK
 c. DK

336 a. Low in tar and nicotine, yet it has flavor of regular cigarettes
 b. Pack of cigarettes and information
 c. Merit low in tar and nicotine, yet maintains flavor

1002479829

Merit (Continued)

Respondent #

337 a. Percent of low tar and nicotine
 b. Pack of cigarettes
 c. Because of the low tar and nicotine content

339 a. Low tar and nicotine
 b. Packs of cigarettes
 c. These cigarettes were low in tar and nicotine, better to smoke cigarettes

341 a. DK
 b. Pack of cigarettes
 c. The tar and nicotine content, their cigarettes are better than others

342 Don't Recall Brand Name

343 a. DK
 b. DK
 c. DK

344 a. DK
 b. A package of cigarettes
 c. DK

345 a. DR
 b. DR
 c. DR

346 a. DR
 b. The pack was lying down
 c. They were lowest in tar and nicotine

347 Don't Recall Brand Name

348 a. Indicated low tar and nicotine -- also used term "enriched flavor"
 b. Showed pack of Merit
 c. If you smoke, smoke Merit because of low tar and nicotine

349 a. Didn't read it
 b. Cigarette box
 c. Didn't read it

350 a. Said there was low tar and nicotine
 b. Picture of Merit pack
 c. Merit is better because it's lower in tar and nicotine

1002479830

Merit (Continued)

Respondent #

351 **Don't Recall Brand Name**

352 a. DK
 b. Cigarettes
 c. DK

353 **Don't Recall Brand Name**

1002479831

Spontaneous Thoughts and Feelings

Verbatim Responses

Merit - "New Low Tar Entry"

1002479832

Question:

What went through your mind when you saw this ad?

1002479833

Spontaneous Thoughts and Feelings

Merit - "New Low Tar Entry"

Respondent #

150 DK

301 Don't Recall Brand Name

302 Just another ad

303 I thought of the number of people who smoked and that it could be a better cigarette because it is a flavorful cigarette with less tar

304 Nothing

305 Nothing

306 It was just a phony advertising gimmick--no cigarette is really that good for you

307 Don't Recall Brand Name

308 Nothing

309 That the cigarette could possibly be fantastic -- the idea of showing a cigarette with low tar and nicotine and a lot of flavor

310 Just a new cigarette -- seen them on the market recently

311 Don't Recall Brand Name

312 Brand name didn't appeal to me

313 I want to try them now

314 Thinking of Marlboro -- comparing the two

315 I wasn't interested in the ad -- I'm not looking around to make a change

316 Just wondered if I'd like the taste of the Merit cigarette

317 I was thinking of Vantage

318 Don't Recall Brand Name

321 I found it confusing and it turned me off. It did not make an impression. I did not like the layout -- dull and too many statistics in too little space

1002479834

Merit (Continued)

Respondent #

322 These cigarettes would be safer to smoke

323 Don't Recall Brand Name

324 Another cigarette ad

325 Cancer

326 Don't Recall Brand Name

327 Don't Recall Brand Name

328 Nothing

329 Don't Recall Brand Name

330 That I probably should stop smoking but I don't want to

331 Thought of the Vantage because that's what I smoke and I was wondering how these taste

332 Don't Recall Brand Name

333 Nothing

334 DK

335 DK

336 Just another ad for low tar cigarettes, wonder if they had flavor of regular cigarettes

337 Whether I should start smoking them or not

339 Didn't care for the composition of the ad -- eye had to move around the page too much, to get the thought they were going to sell, but it wasn't well balanced -- too much contrast in size of lettering -- large print and small print

341 Nothing

342 Don't Recall Brand Name

343 Nothing

344 That I'd better stop smoking

1002479835

Merit (Continued)

Respondent #

345	Nothing
346	DR
347	Don't Recall Brand Name
348	Mentally, I smiled because I just bought a pack
349	DK
350	Nothing
351	Don't Recall Brand Name
352	Nothing
353	Don't Recall Brand Name

1002479836

A Description of Eye Movement Measurement

The Procedure

The respondent is seated in a booth especially equipped for the projection of the test slide(s) and the simultaneous recording of eye movements. The respondent faces a screen onto which the test slides are projected. Off to one side and facing the respondent is equipment used to record and measure eye movements.

The respondent is given a remote control switch and instructed in its operation: The switch permits him to terminate the viewing of each slide in the test series and begin viewing the next. The respondent is further advised that he will see a number of slides, and to look at each as he would normally, spending as much or as little time on each of them as desired.

The respondent's position vis-a-vis the screen and the camera which records his eye movements is carefully set at the beginning of the research. From that point on, the electronic machinery automatically compensates for any physical movements on the part of the respondent.

The apparatus itself allows the researcher to examine each respondent's viewing pattern while the respondent is shown a set of slides. The apparatus simultaneously pinpoints where the respondent is looking, encodes this information, and stores it on computer tapes. From these tapes, PRS is able to determine not only where the respondent looks, but for how long he stays on a particular point, and to what point he next proceeds.

Before the computer actually processes the eye movement measurements, the parameters for each element of the visual stimulus must be defined. Thus, the visual material is broken into individual components, depending on the material itself and the objectives of the research. For shelf display work, each brand grouping on a shelf may become an individual component. For ad testing or for close-up package testing, main illustration, brand name, and individual copy blocks can be differentiated.

The tapes, together with definitions of the elements to be measured, are then submitted for computer processing.

1002479837

How the Data Are Reported for Shelf Impact Measurements

Definitions of the measurements reported for shelf impact are as follows:

- o % noting immediately: the percent of the total sample who looked at the package grouping immediately upon exposure to the shelf display slide.
- o % noting within 1 second, etc.: A cumulative figure, showing the percent of the total sample who looked at the package grouping within the time frame specified.
- o % noting at all: The percent of the total sample who looked at the package grouping any time during the voluntary exposure to the shelf display slide.
- o Average time at which first seen: The mean time, in seconds, at which the package grouping was first seen by those who attended to it. The smaller the figure, the earlier the package grouping was seen.
- o Average amount of time spent: The mean duration of time, in seconds, spent on the package grouping by those who attended to it. The larger the figure, the longer the time spent on the package grouping.
- o % of time spent on shelf display overall: Of the total time given the shelf display slide, the percent that was devoted to examination of the particular package grouping.

How the Data Are Reported for Print Ad Measurements

Definitions of the measurements reported for print ads are as follows:

- o % noting: Equivalent to "% noting at all," this figure indicates the percent of the total sample who looked at any particular package element.
- o % reading: This figure is an estimate of the percent of the total sample who read each copy element in full. The estimate is based on the total time a respondent spends on the copy element and assumes a reading rate of approximately five words per second.
- o % re-examining: The percent of the total sample who looked at the element more than one time during exposure to the ad.
- o % of total time: This figure indicates, of the total time given the ad overall, the percent that was devoted to examination of any particular element.
- o Average viewing sequence: This figure indicates the rank order in which the elements were noted by a majority of those attending to them.

1002479838

Classification Data

	<u>n</u> =	<u>Smoke Cracked</u> <u>(50)</u>	<u>New Low Tar Entry</u> <u>(50)</u>
Q4a <u>Do you currently smoke at least a pack of cigarettes a week?</u>			
Yes		100%	100%
Q13a <u>What is your marital status?</u>			
Married		36	34
Single		60	62
Other		4	4
Q13b <u>To which of these age groups do you belong?</u>			
Under 18		2	2
18 - 24		48	48
25 - 34		32	34
35 - 44		12	4
45 - 54		2	4
55 - 64		4	8
65 or over		--	--
Q13c <u>Including yourself, how many members are there in your household?</u>			
Average		3.8	3.4
Q13d <u>What is the last year of schooling that you completed?</u>			
Some high school or less		8	--
Completed high school		18	30
Some College		34	32
Completed college		26	30
Postgraduate study		14	8

1002429839

Classification Data

(Continued)

	n =	Smoke Cracked (50)	New Low Tar Entry (50)
Q13e What is your occupation?			
Professional, proprietary, managerial		26	16
Technical		18	24
Outside sales		8	8
White collar		12	4
Skilled blue collar		8	16
Unskilled blue collar		2	2
Service occupations		6	8
Other: student, retired, unemployed		20	22
Q13h Which of these categories best represents the total income for your household in 1975?			
Under \$5,000		2	2
\$5,000 - \$9,999		2	12
\$10,000 - \$14,999		28	28
\$15,000 - \$19,999		24	18
\$20,000 or over		44	40

1002479840

Classification Data

(Continued)

	Smoked Cracked	New Low Tar Entry
n =	(50)	(50)

Q13g What brand of cigarettes are you currently smoking? Is that regular or menthol? Filter or non-filter?

<u>Non-Menthol Filter</u>	<u>54%</u>	<u>76%</u>
Marlboro	20	42
Winston	16	6
Kent	8	2
Vantage	2	4
Carlton	4	--
Viceroy	--	4
Benson & Hedges	2	--
Dunhill	--	2
Lark	--	2
Lark 100's	--	2
Marlboro 100's	--	2
Merit	--	2
Now	2	--
Parliament	--	2
Raleigh	--	2
Silva Thins	--	2
True	--	2
<u>Menthol Filter</u>	<u>34</u>	<u>16</u>
Kool	6	8
Newport	8	6
Salem	8	--
True	6	--
Benson & Hedges	2	--
Marlboro	2	--
Salem Lights	2	--
Vantage	--	2
<u>Non-Menthol/Non-Filter</u>	<u>10</u>	<u>8</u>
Pall Mall	4	8
Camel	4	--
Lucky Strike	2	--
<u>No Answer</u>	<u>2</u>	<u>--</u>

1002479841

The Questionnaire

1002429842

Perception Research Services, Inc.
560 Sylvan Avenue
Englewood Cliffs, N.J. 07632
Job No. 96-108
February 1976

CARD 1 1-1

Respondent # (2-4)
Phase # 5-
Rotation # (6-7)

Ad Test With Men

Good morning/afternoon/evening. I am _____ from Perception Research Services, a national research organization. We are conducting research on people's opinions about the advertising of various consumer products. I wonder if you could spare some time to answer some questions for me.

1. First of all, have you been interviewed on these premises in the past year or so?

Yes ()---TERMINATE INTERVIEW. No ()

2. And do you, or does anyone in your household, work for an advertising agency or a company engaged in marketing research?

Yes ()---TERMINATE INTERVIEW. No ()

3a. How many automobiles, if any, are there in your household?

8- (IF NONE, TERMINATE INTERVIEW.)

3b. Who in your household is responsible for maintaining each of these cars (this car), that is, who pays the bill for any repairs which need to be done, any parts that need to be replaced, and so on? (CHECK AS MANY AS APPLY.)

Respondent () 9-1 (IF NOT CHECKED, TERMINATE INTERVIEW.)
Spouse () -2
Parent () -3
Child () -4
Other () -5

3c. I'm going to read to you a list of activities which you may or may not have done in the past two years or so. For each item which I read, please tell me if you have done this particular thing in the past two years. (READ ALL ITEMS BUT CHECK ONLY THOSE WHICH RESPONDENT HAS DONE IN COLUMN FOR Q 3c.)

3d. Now, which of these things, if any, do you plan to do in the next two years? (READ ALL ITEMS BUT CHECK ONLY THOSE WHICH RESPONDENT PLANS TO DO. USE SECOND COLUMN IN GRID BELOW.)

Q 3c	Q 3d
Has Done	Plans to Do

Purchase(d) new tires for a car	() *10-1	() *11-1
Give(n) a cocktail party	() -2	() -2
Purchase(d) a new car	() -3	() -3
Open(ed) a savings account	() -4	() -4
Open(ed) a checking account	() -5	() -5
Take(n) a trip by air	() -6	() -6
Purchase(d) power tools for house or garden	() -7	() -7
Decorated a room in your home	() -8	() -8

* IF NEITHER OF THESE TWO BOXES IS CHECKED, TERMINATE INTERVIEW. ASSIGN PHASE NUMBER ON BASIS OF PAST OR FUTURE PURCHASE OF NEW TIRES.

1002479843

4. And finally, do you... (READ EACH ITEM BELOW. CHECK BOX ONLY IF "YES")

a. Currently smoke at least a pack of cigarettes a week?	12-1
b. Shop for clothing for yourself at least once every two months?	-2
c. Read a daily newspaper?	-3
d. Read a weekly news magazine?	-4
e. Do handiwork around the house from time to time?	-5

* IF BOX NOT CHECKED, TERMINATE INTERVIEW.

IF RESPONDENT QUALIFIES AND IS COOPERATIVE, ESCORT HIM TO TEST CENTER AND DIRECTLY TO EYE MOVEMENT BOOTH. RECORD RESPONDENT, PHASE AND ROTATION NUMBERS ON FACE OF QUESTIONNAIRE. BE SURE YOU AND EYE MOVEMENT OPERATOR AGREE ON PHASE AND ROTATION NUMBER TO BE ADMINISTERED.

5. IN EYE MOVEMENT BOOTH, INSTRUCT RESPONDENT AS FOLLOWS:

We are going to show you a series of advertisements for consumer goods and services. Please look at them as you would normally, spending as much or as little time on each of them as you like. When you are finished looking at an ad, all you need do is press this button and the next one will come automatically on the screen. Please remain seated until you have seen all of the ads in the series.

6. CONDUCT RESPONDENT TO INTERVIEWING BOOTH. Thinking of the ads you just saw, what brands or advertiser's names do you remember? Any others? (PROBE UNTIL NO FURTHER RESPONSE. CHECK IN FIRST COLUMN BELOW THOSE NAMES WHICH WERE RECALLED.)

7. Now, I am going to read to you a list of advertiser's names. Some of these names were included in the ads you just saw while others were not. Please tell me the names you definitely remember having seen, even though you may have mentioned them before. (BEGIN WITH CHECKED ITEM, READING ALL ITEMS IN TURN. CHECK THOSE ADS RECALLED BY RESPONDENT IN SECOND COLUMN BELOW.)

	0 6	0 7
American Airlines	13-1	15-1
Barney's	-2	-2
Bonds	-3	-3
Eastern Airlines	-4	-4
Englewood Tire	-5	-5
Firestone	-6	* -6
Goodrich	-7	* -7
Goodyear	-8	* -8
J.C. Penney	-9	* -9
Merit Cigarettes	-0	* -0
More Cigarettes	-X	-X
Now Cigarettes	-V	* -V
Pan Am	14-1	16-1
Philip Morris	-2	-2
Roger Kent	-3	-3
TWA	-4	-4
Uniroyal	-5	-5
Vantage Cigarettes	-6	* -6

*BEFORE PROCEEDING WITH THE INTERVIEW, CHECK ADS RECALLED IN Q. 7 IN BOXES PROVIDED ON PAGES 3 THROUGH 6.

100242984

Merit Cigarettes

- a. What did the ad say? () 33-
- b. What did the ad show? 34-
- c. What were they trying to tell you? 35-
- d. What went through your mind when you saw this ad? 36-
- e. Anything Else? 37-

Now Cigarettes ()

- a. What did the ad say? 37-
- b. What did the ad show? 38-
- c. What were they trying to tell you? 39-
- d. What went through your mind when you saw this ad? 40-
- e. Anything else? 41-

1002429845

Vantage Cigarettes

()

a. What did the ad say?

41-

b. What did the ad show?

42-

43-

44-

c. What were they trying to tell you?

d. What went through your mind when you saw this ad?

e. Anything else?

1002479846

13. TURN PROJECTOR OFF. Finally, I just need to get some background information on you for our records.

a. First, what is your marital status?

Married ()72-1 Single ()72-2 Other ()72-3

b. And to which of these age groups do you belong?

Under 18	()	73-1
18 - 24	()	-2
25 - 34	()	-3
35 - 44	()	-4
45 - 54	()	-5
55 - 64	()	-6
65 or over	()	-7

c. Including yourself, how many members are there in your household? 74-

d. What is the last year of schooling that you completed?

Some high school or less	()	75-1
Completed high school	()	-2
Some college	()	-3
Completed college (4 years)	()	-4
Post graduate study	()	-5

e. And what is your occupation? 76-

f. REFER TO Q 3c. IF RESPONDENT PURCHASED NEW TIRES FOR CAR IN PAST TWO YEARS: You told me before that you had purchased new tires in the past two years. What make of tires did you buy?

77-

g. REFER TO Q 4a. IF RESPONDENT SMOKES CIGARETTES: What brand of cigarettes are you currently smoking? Is that regular or menthol? Filter or non-filter? (WRITE BOTH BRAND AND WHETHER REGULAR OR MENTHOL, FILTER OR NON-FILTER IN SPACE BELOW.)

78-

h. And finally, which of these categories best represents the total income for your household in 1975?

Under \$5,000	()	79-1
\$5,000 - \$9,999	()	-2
\$10,000 - \$14,999	()	-3
\$15,000 - \$19,999	()	-4
\$20,000 or over	()	-5

Respondent's Name & Address

Interviewer's Name & Date of Interview

1002429847